

PAVILION
ROAD

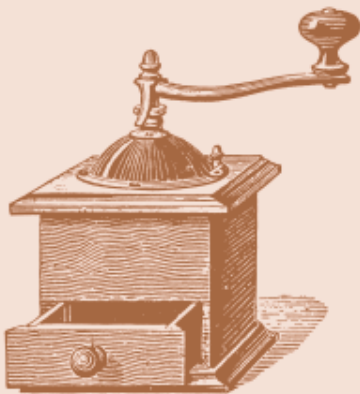


ARTISAN

FOOD



FASHION



&

BEAUTY



CHELSEA | LONDON SW1

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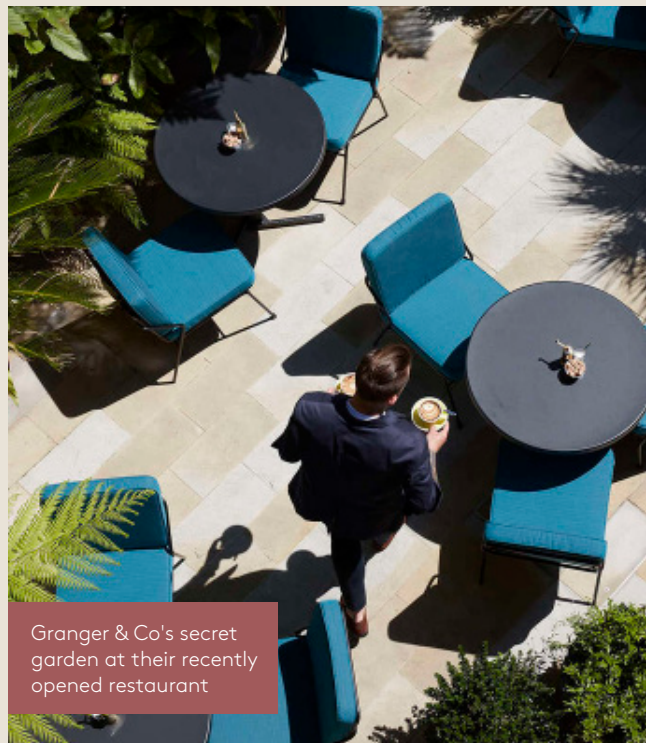
MEET THE LOCALS

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JOIN OUR COMMUNITY

OUR STORY

Pavilion Road has always been a characterful mews of small shops, pretty houses and a local school, running from Sloane Square to Knightsbridge. Recently, it has been undergoing a quiet transformation as the new 'village heart' in this desirable London neighbourhood. Following a consultation with the local community, Cadogan pledged to create a destination for independent, artisan traders.

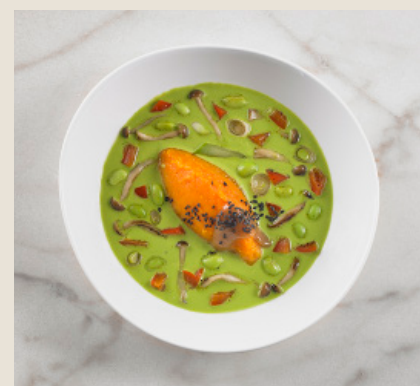


Granger & Co's secret garden at their recently opened restaurant



"Pavilion Road's foodie revolution continues...in 2016, after a consultation with local residents, Cadogan announced plans to bring an army of skilled artisans to a small corner of Chelsea."

KENSINGTON & CHELSEA MAGAZINE, OCTOBER 2017



"In the chic new Chelsea foodie enclave that is Pavilion Road, Wulf & Lamb offers a 100% plant based comfort food and outrageously luscious desserts."

CULTURE WHISPER, NOVEMBER 2017



Freshly baked bread from Bread Ahead's bakery & school



"Butcher, baker and diamond ring maker...artisan 'village high street' joins big brands near Sloane Square."

EVENING STANDARD, DECEMBER 2016



HUGH SEABORN, CHIEF EXECUTIVE, CADOGAN

"We spent over a year actively seeking the right 'artisans' who would become part of the community – small, independently run shops that deliver a richer experience and enhance Chelsea's village feel. We had clear direction of residents' desires for shops that serve local people, so we deliberately sought leaders in their field to meet these requirements. Pavilion Road is now already home to some of the best independent shops and we look forward to finding the right new additions to add further vibrancy and character to the area."

75%

of local residents expressed a desire for independent, artisan shops



"Salon Sloane is the destination for great hair. A visit to their beautiful premises in the artisanal village development along Pavilion Road is a treat in itself."

TATLER, DECEMBER 2017

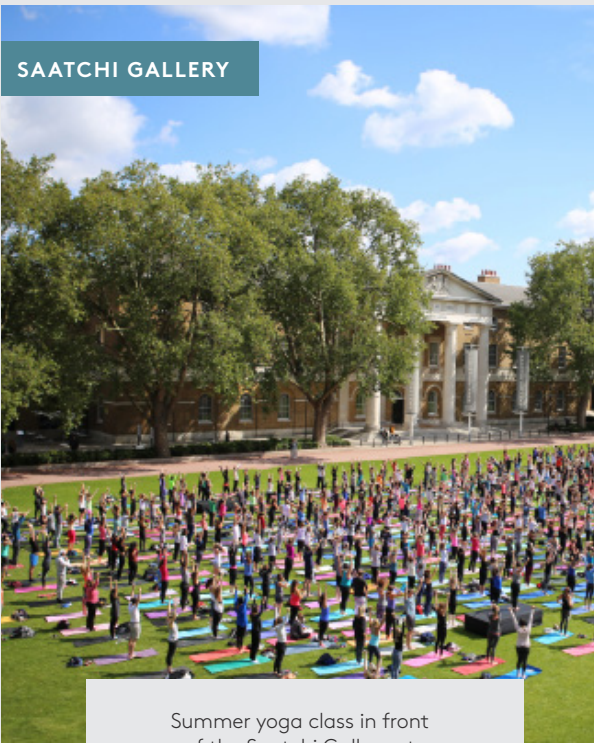


THE
NEIGHBOURHOOD

Pavilion Road is a much welcome addition to the local area – known for of dazzling luxury flagships, characterful independent shops, a thriving arts scene, tempting restaurants, great pubs, iconic hotels and stunning homes - against a backdrop of rich history, elegant architecture and beautiful green spaces.



The Royal Court Theatre on Sloane Square



Summer yoga class in front of the Saatchi Gallery at Duke of York Square



Sloane Street is the longest, most elegant global runway. Its unbeatable luxury offering spans from Tom Ford, Harrods and Harvey Nichols in Knightsbridge to Cartier, Chloe and Emilia Wickstead near Sloane Square



Set in a fantastic location in the heart of Chelsea, Cadogan Hall is one of London's leading concert venues

THE SHOPS

With many independents now established, the next phase of development has begun, bringing a further three small shops to the Pavilion Road community.

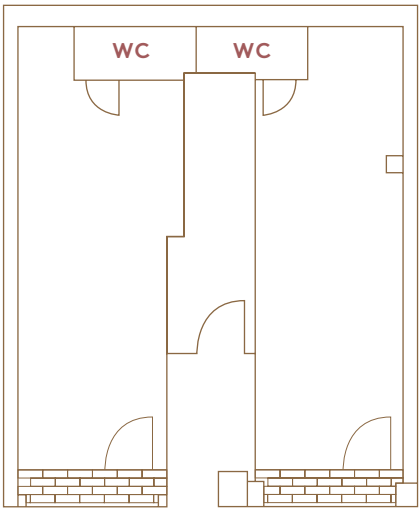
Part of the Hans Town conservation area, these garages were originally stables or coach house accommodation for the surrounding grand houses.



PLEASE NOTE THAT DRAWINGS ARE NOT TO SCALE

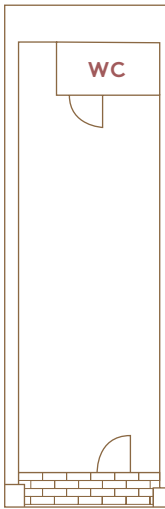
166
INTERNAL AREA
517 Sq.ft (combined)

This shop can be split into two units or combined



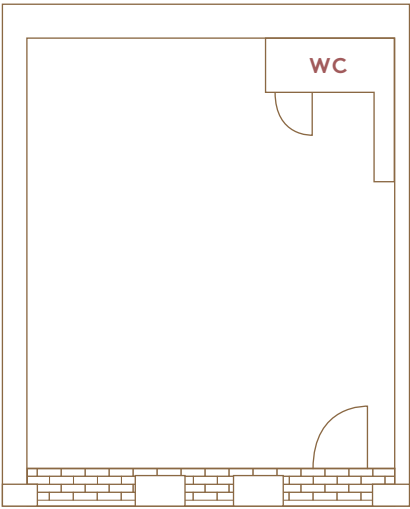
PAVILION ROAD

168
INTERNAL AREA
247 Sq.ft



PAVILION ROAD

170
INTERNAL AREA
603 Sq.ft



PAVILION ROAD



MEET THE
LOCALS

From fine gourmet delicacies to exquisite ingredients of the highest quality, Pavilion Road is a much welcome addition to the local shopping area. Established fashion and beauty boutiques have now been joined by exciting new artisan food shops including a butcher, baker, wine merchant, cheesemonger and greengrocer.



LONDON CHEESEMONGERS

“The street has more of a European feel now, and there's a real buzz...the footfall and profile are increasing all the time. We have new people coming in and discovering us every day.”

RACHEL HOWE,
LONDON CHEESEMONGERS



NATOORA

“We soon got to know the neighbours once we moved in as there's a real sense of community. We all benefit from each other's business as each one is unique. The courtyard is like a secret oasis and the café culture along Pavilion Road is growing which gives a real buzz about the place.”

JONNY RAMSAY, KXU GYM



BREAD AHEAD



“It's beautiful here - it's the new King's Road! Everybody knows each other so it's a really tight knit community. It's probably about 80% locals...we do get quite a bit of business at school home-time too - there are four schools in the neighbourhood and so we get through lots of brownies and doughnuts at that time of day.”

MATTHEW JONES, BREAD AHEAD

“Before I moved (to London), I looked at a site in Chelsea and I always really liked it, especially that part of Pavilion Road – I love its everyday nature, it has a really nice local feel, off one of the busiest parts of London: Sloane Square.”

BILL GRANGER, GRANGER & CO



BILL GRANGER, GRANGER & CO



PAVILION ROAD SHOPS & RESTAURANTS

Bread Ahead	Moyses Stevens	Salon Sloane
Cosmetics a la Carte	Natoora	TBA Life
Granger & Co	Olivia van Halle	The Little White Company
Heidi Klein	Pavilion Wine	The Roasting Party
KXU Gym	Provenance Village Butchers	Wulf & Lamb
London Cheesemongers	Sarah Chapman Skinesis	

JOIN OUR COMMUNITY

Active marketing for Pavilion Road includes support from Cadogan's magazines, newsletters and social channels – alongside a community events programme with highlights such as 'Chelsea in Bloom', which extends the famous Chelsea Flower Show out into the neighbourhood, a colourful Summer Fete and Christmas Shopping Weekend.



@PAVILIONROAD
Follow us on Instagram

ABOUT CADOGAN

Cadogan takes pride in the vibrant history and heritage of Chelsea that makes this area unique – and is committed to its long term success. Duke of York Square (formerly a Ministry of Defence Base) was developed by Cadogan into a thriving location for shopping and dining, and pro-active management of Sloane Street, Sloane Square and King's Road ensures that Chelsea remains one of the world's most inspiring shopping destinations.

The Cadogan Estate spans 93 acres of the Royal Borough of Kensington and Chelsea and has been under the same family ownership for 300 years.

CADOGAN.CO.UK

DETAILS & ENQUIRIES

LEASE

A new lease is available for ten years on standard Cadogan terms. The lease will be contracted outside of the security of tenure and compensation provisions of the Landlord and Tenant Act 1954. The rent will be subject to annual rent increases linked to the Retail Price Index.

RENTS

Upon application

POSSESSION

Available Q2 2018

RATES

Parties to make their own enquiries by contacting the Local Authority.

LEGAL COSTS

Each party is to bear its own legal costs.

EPC

Available upon request



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